All Children Reading
Grand Challenge for Development

Quarterly Report: Round 2 Fund Management

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Executive Summary

The launch of *All Children Reading: A Grand Challenge for Development* (ACR GCD) signaled the beginning of a new global partnership to promote innovative methods, using technology, for improving early literacy outcomes. Round 2 of ACR GCD seeks to build upon the momentum of the initial round of grants. Management of the growing ACR initiative is a pivotal issue for sustaining this momentum and WV assumed the Fund Manager role on October 1, 2013, with the goal to provide appropriate coordination, support, and management for ACR GCD Round 2 prizes, grant competitions and corresponding awards.

The second quarter was characterized by the launch of the Round 2 grant and prize competitions on February 27th. This included finalizing the Round 2 RFA, the Enabling Writers prize specifications, revisions to the Round 2 M&E Framework, development of technical evaluation criteria and related communications pieces ranging from designing the Round 2 website, to developing Info Sheets, establishing the @ReadingGCD twitter account and building relationships within the education and technology communities to reach a wide range of Applicants.

During this quarter we further developed several of the initial prize design concepts. We hosted the Global Reading Materials Repository ideation meeting at the Library of Congress on March 17-18, 2014 and conducted additional research on the Track and Trace and Literacy Volunteerism prizes. A strategic Partnership was formed with the Beyond Access Initiative, funded by the Gates Foundation, which will make additional funding available for grantees that include innovative approaches for engaging public or community libraries in their project designs. We also prepared for strategic partnership meetings on the West Coast in April. In association with these elements, the ACR GCD Partners agreed upon M&E and technical evaluation frameworks for the Round 2 grants and are working to develop an overall Round 2 M&E framework.

Activity Progress Update:

As Fund Manager, WV is responsible for appropriate coordination, support, and management of Round 2 funding for the focus areas: mother tongue instruction and reading materials, family and community engagement and children with disabilities. Please find below a progress update for each project activity:

OBJECTIVE 1 - *COORDINATION OF ACR GCD ROUND TWO FUND MANAGEMENT:* SECOND ROUND OF THE ACR GRANTS AND PRIZES ARE CARRIED OUT AND MANAGED EFFECTIVELY

In consultation with the ACR GCD Partners, WV is expected to carry out the following activities as Fund Manager, based on decisions by the ACR Steering Committee (ACR SC) and as feasible within final funding constraints:

Activity 1.1 Prize Implementation and Hosting: During this quarter, WV worked extensively with prize vendor InnoCentive, to develop the Enabling Writers prize competition. This included weekly calls with literacy and technology experts to determine the software specifications, judging criteria and terms and conditions. Regular calls were held with the ACR GCD Partners

as well as DAI and prize consultant, Vicki Purewal. Following the launch on February 27th, InnoCentive began implementing a communications strategy designed to attract solvers to enter the prize competition. Outreach for the Enabling Writers prize is primarily the responsibility of InnoCentive. Additionally, they respond to solver questions weekly through the Enabling Writers email account.

During this quarter, three other prize competitions progressed in their development including: global reading materials repository, track and trace and literacy volunteerism. An ideation meeting for the Global Reading Materials Repository was held on March 17-18, 2014, cosponsored by Library of Congress Center for the Book. The meeting included 34 participants, with 7 representatives from local organizations focused on improving access to reading materials. The meeting was facilitated by InnoCentive, with assistance from USAID and WV colleagues. A final report summarizing the discussions is being prepared by InnoCentive, and will be available next quarter.

Further research and revisions to the design for track and trace were conducted with WV's supply chain experts. Vicky Purewal consulted disability experts and will be leading discussions with local USAID Missions and WV National Offices to further revise the prize design. WV also made plans to co-sponsor an ideation meeting with Intel on literacy volunteerism in April (now on hold) and conducted background research on literacy volunteering models and incentives. The family and community engagement and children with disabilities prizes will continue in development following a review of proposed innovations from the Grant Competition.

Activity 1.2 Grant Competition: Following the initial draft of the Grant Competition RFA, several rounds of review by the ACR GCD Partners, as well as appropriate M&E, contracts and finance staff, resulted in a successful launch on February 27th. WV responded to questions from applicants weekly through April 23rd, corresponding to an agreed upon submission extension to May 2 (original date, April 10). Responses were posted on the InnoCentive landing page and the All Children Reading website. InnoCentive was contracted to host the grant submission platform, OmniCompete, and WV developed the content for the grant landing page, submission questions and judging criteria. Further preparations to recruit technical evaluation panelists and training for technical evaluations were also made. InnoCentive regularly submits reports from Google Analytics and the OmniCompete site on web traffic and entrant registration. As of March 24th, 2014, there were 2,672 visits to InnoCentive's All Children Reading landing page from 130 countries and 29 applicants started applications. In addition, there were 601 visits from 80 countries, to InnoCentive's Enabling Writers prize landing page.

Activity 1.3 Management of innovation and scale-up funding windows: None applicable in this reporting period.

Activity 1.4 Technical support and capacity development: None applicable in this reporting period.

Activity 1.5 Learning Agenda/ Activity 1.6 Monitoring and Evaluation: A revised monitoring and evaluation approach was presented in January 2014 and is still being further refined to incorporate the specifications for the grant competition (including hiring an external

evaluation team), individual prize competitions, and to demonstrate linkages to the Evaluation Fund in discussion, as well as a comparison to the Round 1 monitoring and evaluation process. A Round 1 M&E debrief and learning meeting is scheduled for May 29th. USAID's M&E Advisor, Maggie Koziol, was consulted during the RFA revisions to assist in articulating what will be expected from grantees. WV appreciates the additional assistance WVAus and DFAT are offering in the development of the M&E for Round 2.

Activity 1.7 Communications: In preparation for the launch of Round 2 and the first prize, the following communication materials were prepared: Press Release: Round 2 *(available in 7 languages)*, Press Release: Enabling Writers *(available in 7 languages),* Round 2 info sheet *(available in 7 languages),* Application Info Sheet *(available in 7 languages),* Media Guidance Document, Social Media Tool Kit and PowerPoint. Additionally, media training with Group SJR was also coordinated for USAID and WV spokespersons and ACR staff. All press releases were put on the newswire. A twitter account, @ReadingGCD, was also established. By end of March we had over 100 followers and averaged just under 2 tweets per business day. In Q2 since the launch, WV has prepared announcements/blogs for 4 internal publications/mediums and 7 external publications/blogs/websites, etc. Additional outreach was conducted by the Partners. A communication strategy proposal will be presented to the Partners next quarter.

As documented in our proposal, WV encourages and expects all partners in a timely basis to utilize their networks to communicate all appropriate messaging. We appreciate the partners outreach to date.

Activity 1.8 Events: WV, on behalf of the ACR GCD partners, presented results from Round 1 grantees at the Comparative and International Education Society (CIES) conference in Toronto in March. More than 50 people attended the session and there were several follow on questions at the end of the session. The WVI Education team held a reception at the conference, which offered another opportunity for attendees to learn more about WV's Education programming including ACR GCD. Finally, Rebecca Leege and Michelle Oetman organized an internal breakfast meeting for WV attendees to further their knowledge on ACR GCD and encourage them to mobilize their national networks. Google analytics demonstrated a spike in website traffic during the CIES conference, leading to an assumption that the booth and presentation attracted attention to Round 2 competitions. ACR also had a booth at CIES to publicize the grant and prize competitions and to network to build future partnerships.

WV also hosted a webinar for its ICT4E community of practice in March as outreach for Round 2. Additionally, ACR GCD had a booth at the Global Development Lab's Town Hall launch at USAID in March.

WV also coordinated the Global Reading Materials Repository at the Library of Congress (see Activity 1.1). WV co-sponsored the event, managed the invitations and outreach, facilitated many of the break-out sessions and summary discussions and organized logistics for catering, travel and accommodations for 7 international participants.

Activity 1.9 Publications: Since the launch, we have initiated the publication of an eNewsletter to the listserv of individuals who attended ACR events in Round 1 or have signed up to our

mailing list via our website. Two e-Newsletters were distributed this quarter. Additionally, with partner support and connections, we have reached out to specialized organizations, opening up avenues for immediate publications (outlined in communication section above) and in the future.

Activity 1.10 Website Management: A new website was launched on February 26th, detailing the Round 2 grant and prize competition, background, news releases, mailing list, Round 1 innovations, etc. However, the current website does not have the agility to attractively and intuitively represent the amount and type of information that WV envisions for the website. A website redesign will be prioritized in Q3.

Activity 1.11 Catalyzing Global Action in support of solving the ACR GCD problem: WV participated in the CIES Annual Conference in Toronto (see Activity1.8) and presented key lessons learned based on the Round 1 grantee experience. CIES accepted the paper titled "Building scalable and cost-effective solutions to enhance early-grade literacy" The presentation looked at key lessons learned and highlight findings from Round 1 technology-focused projects. In addition, WV hosted an ACR GCD booth to provide visibility and information about the GCD.

OBJECTIVE 2 - *ACR GCD PARTNER ENGAGEMENT*: ACR FOUNDING PARTNERS ARE FULLY INFORMED, CONTRIBUTING TO, AND PARTICIPATING IN DECISIONS AND VARIOUS ACTIVITIES OF ROUND 2.

WV continues to appreciate the support offered by USAID, World Vision Australia, the Australian Government and contractors DAI, Group SJR and InnoCentive.

Activity 2.1 ACR Founding Partners coordination and consultations meetings: WV has maintained bi-weekly conference call meetings with the Partners and has attempted to involve all Partners in the decision making process where appropriate. In Q2, WV standardized the format and meeting notes to offer historical reference to prior decisions and topics discussed. In addition, WV circulated all Partner meeting notes and the Q1 report to all partners. All partners are also invited to a weekly communications teleconference. While our Australian partners are not able to attend, they are copied on all communication activities for awareness and to provide an opportunity for their input/feedback.

Activity 2.2 Facilitate decision-making throughout award process: As Fund Manager, WV has worked to ensure that all partners are involved in key decisions. In Q2, this included but was not limited to, prize service provider bid and selection; communications activities (website, info sheet, press releases etc), development of the RFA and prize designs.

Activity 2.3 WV will **request and coordinate efforts to be conducted by the Founding Partners** in support of Round 2. As mentioned above, WV is most appreciative of the support provided by the partners, notably support in RFA development, M&E plans, prize design and communications.

Activity 2.4 Coordinate with USAID to support and integrate activities with USAID's with other contractual mechanisms. WV has worked closely with DAI, and other recommended consultants. In addition, we anticipate hosting a meeting with the Global Development Lab sometime in May.

OBJECTIVE 3 - *PRIVATE SECTOR ENGAGEMENT*: INCREASE PRIVATE SECTOR ENGAGEMENT **IN ACR GCD THROUGH FINANCIAL AND TECHNICAL CONTRIBUTIONS IN ORDER TO FOSTER INVESTMENT IN THE SCALING OF INNOVATIONS.**

Increasing private sector engagement in international development is an explicit goal of USAID, the Australian Government and WV. The ACR Founding Partners prioritize a strategic focus on private partnerships as part of the Round 2 expansion. Therefore, partners are encouraged to attract private sector investment, foundations, and/or new partners that will further enhance innovations and allow them to be taken to scale.

Activity 3.1: Conduct outreach to private partners. WV developed a Partnership Brochure highlighting potential prizes and partnership opportunities in preparation for the west coast meetings in April. During those meetings, representatives from WV and USAID will connect with the following companies/agencies who expressed interest in partnering with the ACR GCD: University of California-Berkeley, Asia Foundation, Stanford University, Google Books/Google Play, Silicon Valley Community Foundation, Gates Foundation, Intel, Hewlett Foundation, Microsoft and Amazon. Other partnership meetings held this quarter include: IREX, Google Library Project, Amazon, the Library of Congress Center for the Book, Orange Mobile, and Fedex.

A strategic Partnership was formed with the Beyond Access Initiative, funded by the Gates Foundation, which will make additional funding (up to $450,000) available for grantees which include innovative approaches for engaging public or community libraries in their project designs. In addition, USAID signed a Memorandum of Understanding (MOU) with Orange Mobile, which articulates engagement with the ACR GCD.

Activity 3.2: Increase private sector contributions. Building on Activity 3.1, WV and the partners seek to establish new relationships with corporate partners which will result in additional financial or human resources for the ACR GCD. In Q3, significant attention will be placed on following up key contacts and opportunities from the west coast trip in April to meet and attract potential corporate partners to the GCD. A concerted effort will be made to determine how best to align our strategy to individual corporate plans and follow up after the meetings to solidify partnerships.

Activity 3.3: Link grantees with promising innovations to potential donors/stakeholders for scale up. None applicable in Q2. WV, along with Partners, is working to build linkages between grantees and donor/stakeholders into the Learning Agenda to ensure capacity building and avenues to scale up promising projects.

Personnel

Sr. Communications Officer, Michelle Oetman and Grants Officer, Shelly Malecki joined the ACR Team in Q2.

Budget:

An SF 425 accompanies this report.

Next Quarter Plans:

Please find below highlights of key activities that will occur in Q3:

- West Coast strategic partnership meetings and concerted follow up
- M&E Request for Proposal finalized and solicited for external evaluation firm
- Finalization of communication strategy
- Revised workplan circulated for approval by ACR GCD Partners
- Grant Competition Submissions received, Concept Notes evaluated and finalists asked to submit Full Applications
- ACR meeting with Development LAB in May
- Track and Trace Webinars with Missions/NOs/Posts in May
- Enabling Writers Judging Panel finalized

Conclusion

Q2 reflected activities required to launch the grant and prize competitions and prepare for the Global Reading Materials Repository ideation meeting. Building on the foundation of activities in this past quarter, WV looks forward to the receipt of qualified applications for the grant competition, effective partnership meetings on the west coast, and further development of the track and trace and literacy volunteerism prizes.